

Loudoun County Department of  
Economic Development

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## Department News

Larry Rosenstrauch made a presentation to **Loudoun Futures** on February 21, in which he reviewed the goals and mission of the Department of Economic Development.

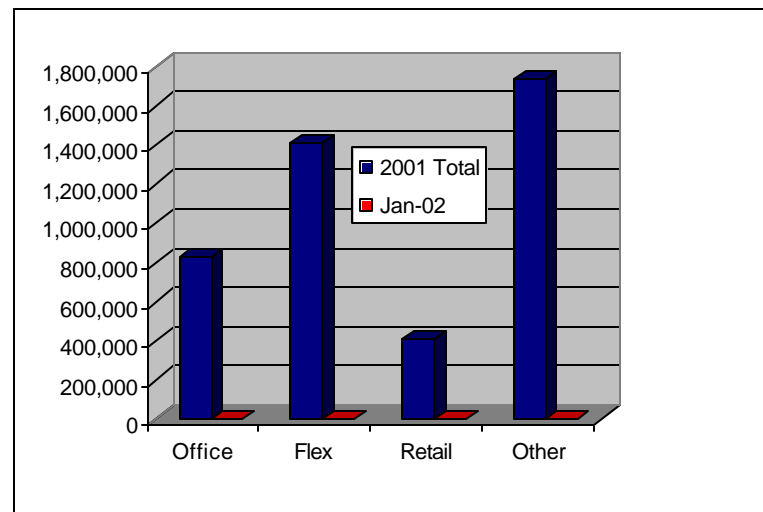
DED's Pam Treadwell attended the **Northern Virginia Small Business Development Center** Network luncheon February 21. The event introduced Chuck Mills, Virginia's new director of the Department of Business Assistance (DBA, [www.dba.state.va.us](http://www.dba.state.va.us)). The DBA provides access to capital, workforce training, small business counseling, and business problem solving to promote the success of Virginia businesses. Mills was appointed by Governor Mark Warner in January, and prior to that he was the founder and CEO of Salera Capital Management, a Reston financial services firm targeting small businesses.

On February 28, Warren Howell and Tricia Hankinson met with the **Leesburg Rotary Club** to discuss the role of the Agricultural Development Office in the implementation of the County's Revised *Comprehensive Plan*.

## Construction Activity

In January 2002, Loudoun County permitted 8,486 square feet of nonresidential construction. The January value of new buildings (\$1,721,200) and alterations (\$10,178,515) is almost \$11.9 million.

- ? Office — 0 SF in January and 105,470 SF in December
- ? Flex/Industrial — 0 SF in January and 16,000 SF in December
- ? Retail — 2,960 SF in January and 0 SF in December
- ? Other — 5,526 SF in January and 13,249 SF in December
- ? Taxable — 8,486 SF in January and 131,794 SF in December
- ? Route 28 — 0 SF in January and 16,000 SF in December



Nonresidential Construction — Square Feet Permitted  
2001 Total and January 2002

## Monthly Activity Report

February 2002

# Where It's @ Loudoun News from the Frontier of Innovation

## Loudoun County Department of Economic Development

### New Marketing Package Unveiled

The Department of Economic Development (DED) has released its new marketing package. When developing the new materials, DED relied heavily upon the following sources for key input and guidance:

- ? Loudoun County's Revised *Comprehensive Plan*,
- ? The Economic Development *Strategic Plan*,
- ? The three Bond Rating Agencies that have met with County representatives repeatedly over the past several years, and
- ? Contacts with existing and new Loudoun businesses, as well as prospects which elected not to locate here.

The overriding message evident in the new package is a focus on the future. Attempting to convey the county's strengths, the materials depict the three very unique and diverse geographic options available in Loudoun: Suburban, Historic Towns/Villages, and the Rural Economy. Target audiences for the materials include business owners and entrepreneurs unfamiliar with Loudoun, site selection consultants, and Loudoun's existing business community.

The new package includes:

- ? A sixteen page stand-alone brochure.
- ? A Selected Office & Industrial Park Map of Eastern Loudoun.
- ? One-page overviews of Education (K-12) and Transportation.
- ? A Tax Rate Card comparing Loudoun's rates with those of neighboring jurisdictions.
- ? Summary Facts, with lists of major employers and selected technology companies.

Over the coming year, additional collateral pieces will be produced and included in tailored marketing packages.

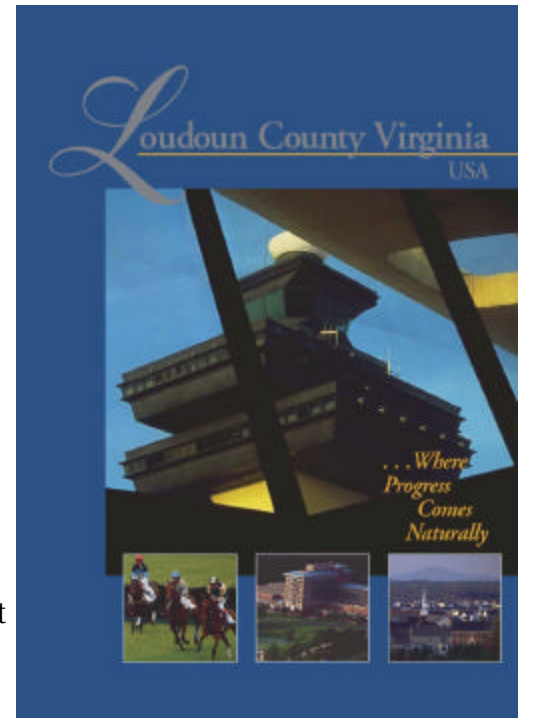
Throughout the spring, DED will present the new package to a host of audiences, including brokers and landowners, existing Loudoun businesses, and key regional and national commercial real estate organizations.

### Department's New Prospect Activity—February:

- ? Responded to 73 requests for general information
- ? Sent out 17 marketing packages
- ? Delivered 3 proposals and presentations
- ? Worked with 5 new and 28 on-going prospects

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The new 16-page brochure is the centerpiece of the Department's new collateral material.

Announcements and Expansions

New Business

- ? **As-One, Inc. (www.as-one.com)** has moved to 1319 Shepard Drive in Sterling from McLean. Founded in 1999, As-One provides its web-based project and program management software and services to government and commercial customers. As-One has signed a three year lease and now has triple the amount of space previously held in McLean.



Newly-merged SimplexGrinnell will move to Airport Commerce Park in April.

Existing Business

- ? **Huthwaite (www.huthwaite.com)** has leased 11,615 square feet of space at TransDulles Centre in Sterling. The company will re-locate in April from the smaller space it has occupied since 1985 at Wheatland Manor in Purcellville, and expects to add approximately 20 employees during the coming year to its current staff of 50. Huthwaite is a sales consulting firm offering training in areas including negotiating skills, making effective sales calls, sales management and coaching, effective partnering relationships, value creation strategies, and sales cycle management.
- ? **SimplexGrinnell (www.simplexgrinnell.com)** will be opening a new office in April at Airport Commerce Park. The company is an industry leader in the single-source provision of fire, life safety, communications, and workforce management systems and services. Simplex Time Recorder had been leasing less than 19,000 square feet in Loudoun since 1999, and was purchased by Tyco International last year. Tyco merged Simplex with Grinnell Fire Protection in 2001, and the new 23,787 square foot space at Airport Commerce Park will house the branch of the now-combined SimplexGrinnell company. Approximately 30 former Grinnell employees will move from Chantilly to the new location, adding to the 50 existing employees already working in Loudoun.



NCC's mission is: "To become the premier meeting and training environment for the United States."

- ? **Xerox Document University**, a Loudoun landmark since 1974, has been purchased, remodeled, and re-named **The National Conference Center at Lansdowne (NCC, www.conferencecenter.com)**. Oxford Capital Partners of Chicago purchased the property in the summer of 2000, and has spent \$29 million dollars updating and upgrading the more than one million square feet of functional space, including 250 separate meeting rooms and 950 guest rooms. While Xerox is expected to be the main user of the center for the next several years, NCC can provide complete conference services for additional groups ranging in size from four to 450 people.

Loudoun In the News

- ? **The Loudoun Small Business Development Center's (www.loudounsbdc.org)** year end statistics for 2001 showed an annual increase of 22.1% in the number of clients they assist and a 25.9% increase in the number of counseling hours the clients receive from the Center. During 2001, the Loudoun SBDC advised 800 clients for a total of more than 1100 hours. Free business counseling sessions and free or low-cost seminars are provided by the Center to entrepreneurs and those running or interested in starting a small business. Sessions are run by the Center staff and more than 30 volunteers with specialized business experience.
- ? Loudoun County has the highest married couple adjusted gross income in the state of Virginia. According to a new report from the **Weldon Cooper Center for Public Service at the University of Virginia**, Loudoun County's 1999 adjusted gross income (AGI) for married couples was \$78,798. This figure is \$600 more than the income for second-ranked Fairfax County, and Loudoun's first place listing pushed Fairfax County off the top of the list for the first time since the Weldon Cooper Center began publishing AGI data. According to the Center, Loudoun's high income reflected its "economic growth as part of the Washington D.C. technology center and its attraction of many well-educated, high-income new residents." The next three localities with the highest median incomes were Falls Church City, Arlington County, and Prince William County. Buchanan County in Southwest Virginia ranked last, with a median income of \$27,894.
- ? The March 2002 edition of **Site Selection** magazine lists the Washington, D.C. metropolitan area as one of the country's **top cyber cities**. Highlighting Northern Virginia-Washington, D.C., Atlanta and Phoenix, the article says these areas "serve as magnets for growing high-tech companies" because they offer, among other things, a skilled workforce, access to reliable power, and a high quality of life.



WELDON COOPER  
CENTER FOR PUBLIC SERVICE  
at the University of Virginia

A new report finds that Loudoun County has the highest married couple adjusted gross income in the state.

Noteworthy

DED's Lou Nichols coordinated with other county staff and senior representatives from **Virginia Tech** to present the Board of Supervisors with a project plan for the proposed **Center for Rural Innovation** on February 19. The Center would be home to an agricultural enterprise campus, located on approximately 200 acres of land in western Loudoun. Under the proposal, the County would partner with Virginia Tech in the creation of this new Center, which would, "combine the knowledge base of the Virginia Land Grant University with the potential of a genomic-oriented Agricultural Research facility." DED staff members have been working with Virginia Tech for more than a year to help define and support this project.



Virginia Tech has released its project proposal for an "Urban Agricultural Research and Extension Center," also known as the Center for Rural Innovation.